

Homes of Today and Tomorrow

STANDARDIZED TO AVOID WASTE



America's Best Planned Small Homes

All Illustrations from Photographs

Plan Books and Plans Furnished by Mail Only

If you wish to supervise the construction of your own home at a great saving in cost, read page 3.

PLAN PRICES

Complete Plans, Material List and Specifications in duplicate.....	\$20
Four complete sets with Material List and Specifications.....	\$24
Plans reversed from position shown, \$7 additional	
Plans shown in brick changed to frame, \$7 additional	
By special delivery the day ordered.	

STANDARD HOMES COMPANY

Colorado Building

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Colorado Building, Washington, D. C.

Washington 5, D. C.

FACTS ABOUT "BETTER HOMES AT LOWER COST"

If you are interested in building a home of your own, it follows that you not only want the best home possible for your investment, but one out of which you can get your money in full at any time you may desire to do so.

FOR 29 YEARS we have helped lot owners throughout the country build better homes at lower cost by furnishing standardized plans that prevent waste in materials and labor. During those 29 years we have never known or heard of a loss to a single customer on one of our houses constructed by a reliable contractor.

OUR HOUSE DESIGNS are selected and offered to the public after weeks and months of careful consideration. In this book we show a number of excellent **ranch types** and **ramblers** because we have had so many calls recently for such homes. Offering such designs is against our better judgment, because they are more expensive to build, much harder to finance on easy terms due to their higher cost, and are, therefore, much harder to sell at a profit. We offer them, however, as the best and most practical designs within their price range.

MANY COLONIAL DESIGNS, as well as good English designs, are contained in our plan books because such designs do not go out of style in a lifetime, have better loan values and sell at far better profits.

BETTER HOMES AT LOWER COST—Those were our watchwords in preparing every design and in working out every floor plan. Furthermore, every floor plan shows dimensions that permit the use of stock length materials without waste—stock windows and doors carried by retail lumber dealers everywhere.

OUR PLANS for all houses to be constructed north of the North Carolina-Tennessee-Oklahoma line call for full seven-foot basements with outside or grade entrances except in cases where smaller basements are more economical under large ramblers. We do not show half basements because they run about as much as full basements. Our Free Folder "C" will prove this beyond doubt.

THE FLOOR PLANS shown herein will be appreciated by all who give them careful consideration. Often the same or similar floor plan will be shown for two or more houses. Some perfected floor plans for certain types of homes can hardly be improved, while exterior changes can be made at small additional cost to give variety in design. Send for free alternate plans today.

"U" TYPE KITCHENS are shown in most of the floor plans in our plan books, but for several reasons refrigerators are seldom shown by the side of the range. All of our kitchens have been planned directly or indirectly by women—not by any particular group of women but rather from suggestions given to our designers by women from all parts of the country.

UTILITY ROOMS are shown only in a limited number of floor plans because they cost more than full basements, add to the heating cost of the house and do not give nearly so much working space. Furthermore, a house with a utility room has a lower loan value than a house with a full basement and the sales value is lower also.

GARAGES, considered essential by many, especially in northern territory, can be located in the basement of a home at much lower cost than when constructed as a separate unit or attached to the house. Basement garages run from \$50 to \$150, depending upon the lot, the doors selected, fireproofing required by the local building code, etc. Attached or detached garages run at least \$500 to \$2,000, depending upon the design, size, materials used, interior finish, masonry work required, etc. It is necessary for the owner to put in more of his own cash if an outside garage is required.

THE COST OF A HOUSE can be determined only by submitting the working plans, material lists and specifications to contractors in your immediate vicinity for bids. Before any contractor can give you a definite price or even a fair estimate, it will be necessary for him to see your lot, study the complete working drawings carefully and then learn from you exactly what you will want and expect of him. He will want to know whether you want frame, cinder block or brick construction, the kind of plumbing and heating, the kind of flooring, kitchen equipment, etc., and many other things.

DO NOT PERMIT your house to be estimated by the cubic foot system nor by the square feet of floor space. Such estimating systems are doing a lot to add to the high cost of building. Every one of the 75 or more separate items covered by the plans, material lists and specifications should be estimated separately, and all honest contractors will agree that this is the only fair and just way for both owner and contractor.

OUR FOLDER "A"—Answers to Questions—will be of great help to you in filling out your specifications, arranging your contract for the construction of your home, handling payments with your contractor, etc. Mailed free on request.

OUR FOLDER "B"—9 Points That Will Help You Build a Better Home at Lower Cost—will help you in deciding on the type of home to build, the kind of lot to select, what you want in a good home, and many other important points. Send for free copy.

FOLDER "C"—Comparative Construction Cost of Small Homes—will give you a clear conception of good construction, the why's and wherefore's of present day prices, etc. Gladly furnished free on request.

FOLDER "F"—Financing the Construction of Small Homes—will show you how simple it is to build a home of your own and pay less than rent. Also furnished free on request.

FOLDER "H"—How to Build Your Own Home—was written especially for those who are handy with tools and contemplate building their own homes by following our clear and concise Isometric Plans—Plans so plain the layman can follow them without error.

OUR STANDARD PLANS show 5 to 7 large sheets, each sheet 18x24 inches in size. The plans show all four elevations of the house, including all of the necessary construction details. Our plans are so clearly prepared any contractor can follow them rapidly without making errors.

PLAN PRICES. Complete plans, material lists and specifications, including cost estimating forms and other valuable information, are furnished in duplicate for \$20; four sets for \$24; six sets for \$28; provided all of the sets ordered are for use in the construction of one house.

PLAN DELIVERIES are made promptly under special handling stamp and usually reach the purchaser in 24 to 48 hours, depending upon destination.

CHECKS OR MONEY ORDERS are acceptable, and any plans ordered may be returned for full refund the day received if not found exactly as represented. Plans are not subject to return if they are used for estimating purposes, for securing a loan, or for any purpose other than for inspection as to their merits; but they may be exchanged for any Standard Plans for only \$5 or for any Isometric Plans for only \$10.

SEND TODAY for any one or all of the above mentioned folders. They will start you RIGHT on the road to your new home. They are helping thousands.

Our Pioneer Garage, illustrated in HOMES YOU CAN BUILD YOURSELF, provides temporary living quarters while your home is being constructed and also provides a garage and heated workshop later. Plans free with all house plans ordered from HOMES YOU CAN BUILD YOURSELF. If ordered separately, they are \$5 per set.

All plan books and plans furnished by MAIL ONLY. This increases the extent, efficiency and effectiveness of our service more than 90 percent. No local service (books or plans) offered in the District of Columbia nor within 50 miles of the District.

ANNOUNCING FOUR NEW AND REMARKABLE HOME PLAN DEVELOPMENTS

That Will Save You 10% to 25% on The Cost of Your Home

FIRST: For more than a quarter of a century we have furnished home builders of America practical plans for good homes. These good homes are to be seen by the hundreds and thousands along the highways and on the streets of every town and city.

Constantly we have improved our plans and plan service. We have strived to add on every plan, every possible cost cutting idea. For years we have offered the best **Standard Plans** to be found, but in recent months we have gone still further. We have redrawn and improved all of our plans, carefully standardizing each dimension to avoid waste in construction.

Further, we added to each plan a **Revolutionary Illustrated Material List**, — a material list so accurate that mistakes during construction can be avoided. Now our **Standardized Plans** and **Illustrated Material Lists** are receiving the highest praise everywhere.

SECOND: To further perfect our service to builders, and to help those individuals who want to build their own homes with their own hands, or with low-cost help, we undertook in 1948 to produce "Isometric" Plans (Three Dimension Plans) for a group of 5-room houses.

The task was accomplished at great cost. In fact, the total cost of each set of original plans amounted to more than Four Thousand (\$4,000) Dollars. Such an undertaking was never before attempted, but the cost-cutting ideas developed in these plans were **truly amazing!**

We made it possible for anyone **who can drive nails** to build an \$8,000 to \$10,000 five-room house for less than \$4,000. That news spread to the four corners of the Earth because it was the totally new idea the World was waiting for.

Now samples of these new "Isometric" plans are furnished free on request to anyone who wants to build his own home at the lowest possible cost. Ask for Folder H, "How to Build Your Own Home".

THIRD: After completing the **Revolutionary Plans** that enable anyone who can drive nails to build his own five-room home, we saw the possibilities of helping the **busy layman** to easily supervise the construction of any type of dwelling.

We saw in this idea undreamed-of opportunities for any intelligent man to build his own home at a tremendous saving. The idea spurred us to still greater effort. With our staff of experts we worked almost night and day to offer the world this **new cost-cutting system**.

It is now ready and the additional cost is trifling compared to the great saving in the cost of a home. Write for our free Folder "O", "Owner Supervision".

FOURTH: And now wonders on top of wonders!! The **construction world** will stand still with this **our newest accomplishment**. The **best Architects, Contractors and Home Builders** will start with amazement at this new cost-cutting development!! We calmly predict that the following announcement will at once **Revolutionize All Construction Work Because Money Lenders, Bankers and Economists** everywhere have waited long for **This New and Advanced Idea** in construction. **Now it is here — Now we can announce:**

"OUR NEW LOOSE LEAF BLUE PRINT SYSTEM"

That Term, "Loose Leaf Blue Print System", is the newest sentence in The American Language. It will cause all men in the home construction field to **stop, meditate, and modernize** their methods.

Ask for full particulars about our "New Loose Leaf Blue Print System". Just ask for "Booklet LLB", sent free on request.

STANDARD HOMES COMPANY

COLORADO BUILDING

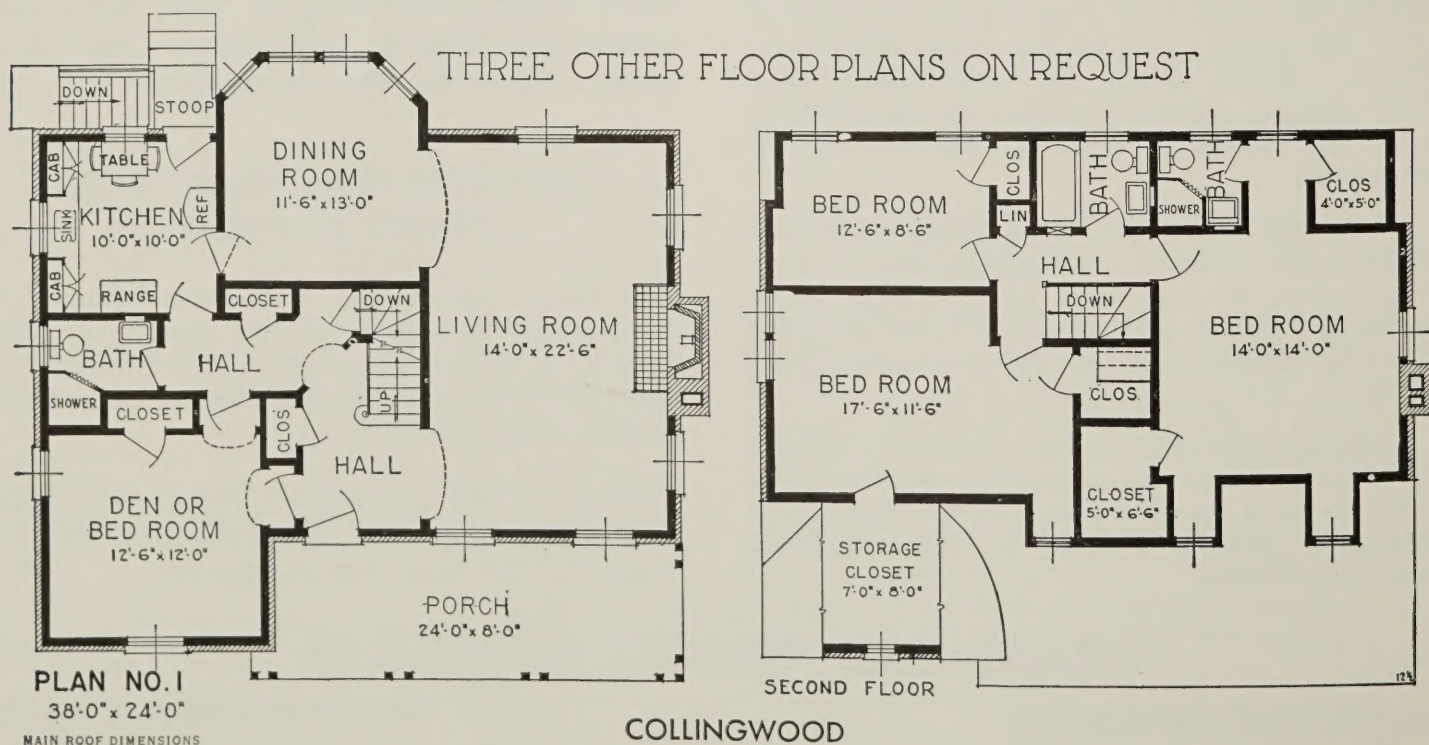
WASHINGTON 5, D. C.



Painted Brick

THE COLLINGWOOD

The Collingwood calls for hours of consideration because months were spent in developing the numerous progressive points of improvement. If there is a single feature you question, contemplate still further the problem of the occupants during the years. You may then see and agree with every line of the designer's pen.



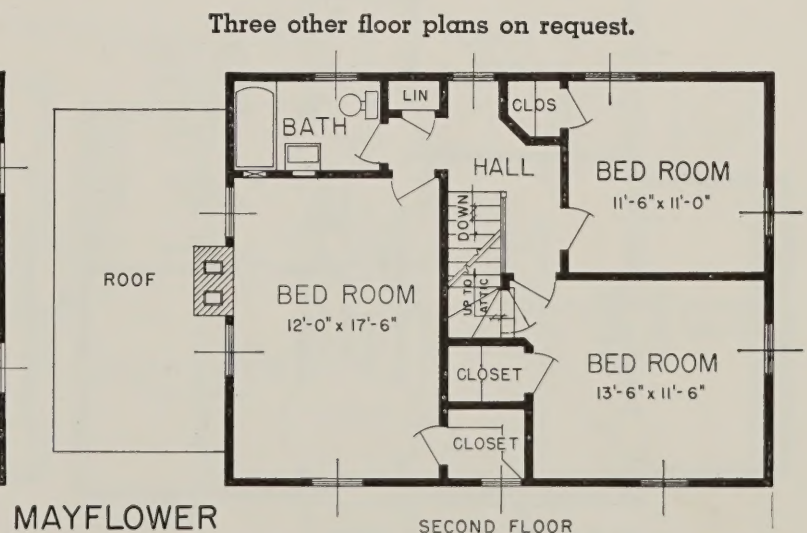
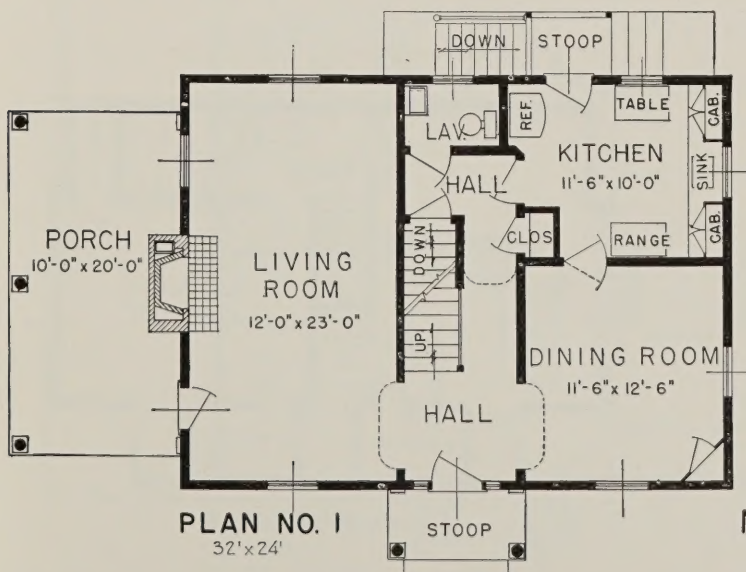
Any Plan Ordered May Be Exchanged for Any Other Standard Stock Design at the Small Exchange Fee of \$5



Brick or Frame

THE MAYFLOWER

The Mayflower is another classic that calls for the deepest appreciation of Colonial days, when the love of home and country brought out the best and most daring in men, and developed in women a sacredness of purpose which is so manifest in millions of their daughters today.



Three other floor plans on request.

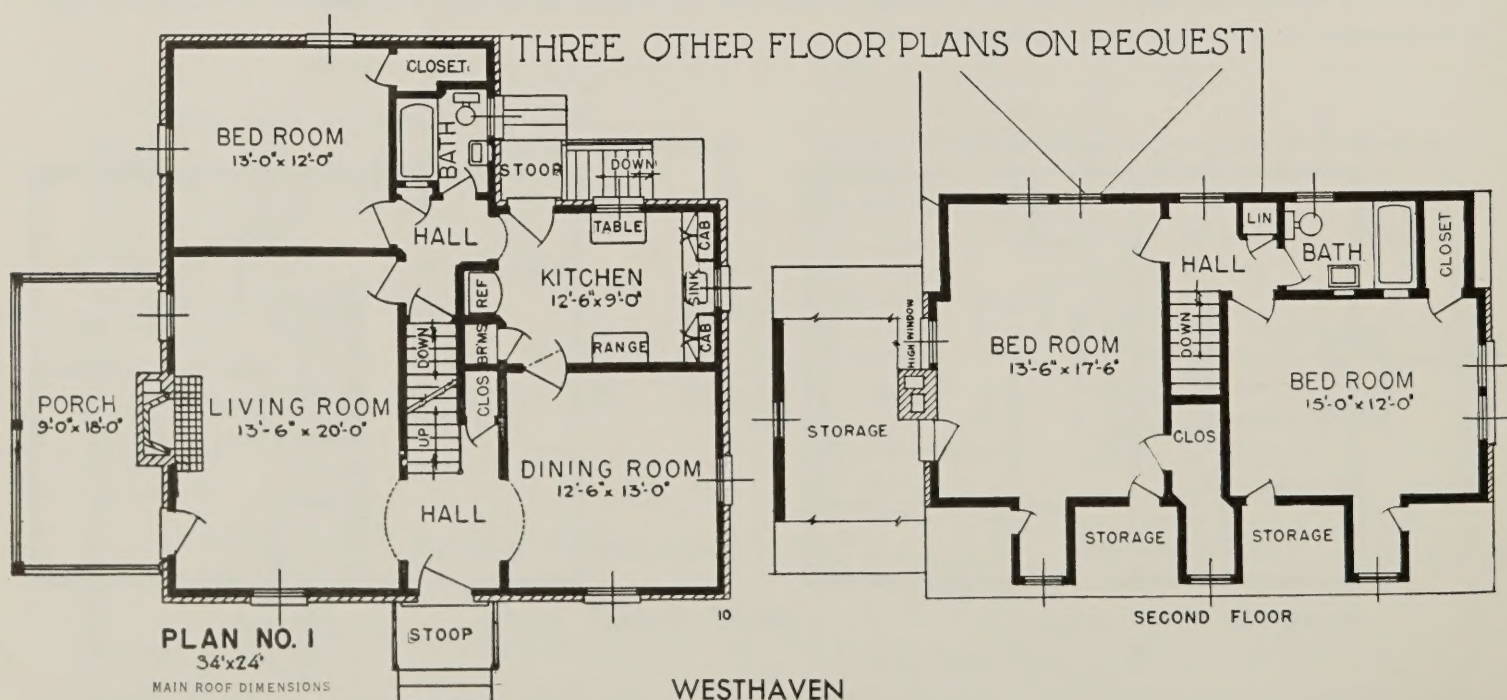
All Plans in This Book Are Carefully Copyrighted. Infringements Allowed Only When Written Permission Is Given.
Only One House of a Type Permitted in a Subdivision.



Stone Veneer

THE WESTHAVEN

Mere words cannot further enhance the loveliness nor the value of the Westhaven. Truly it is a lifetime Colonial, whose beauty and permanence are as fixed as the hills.



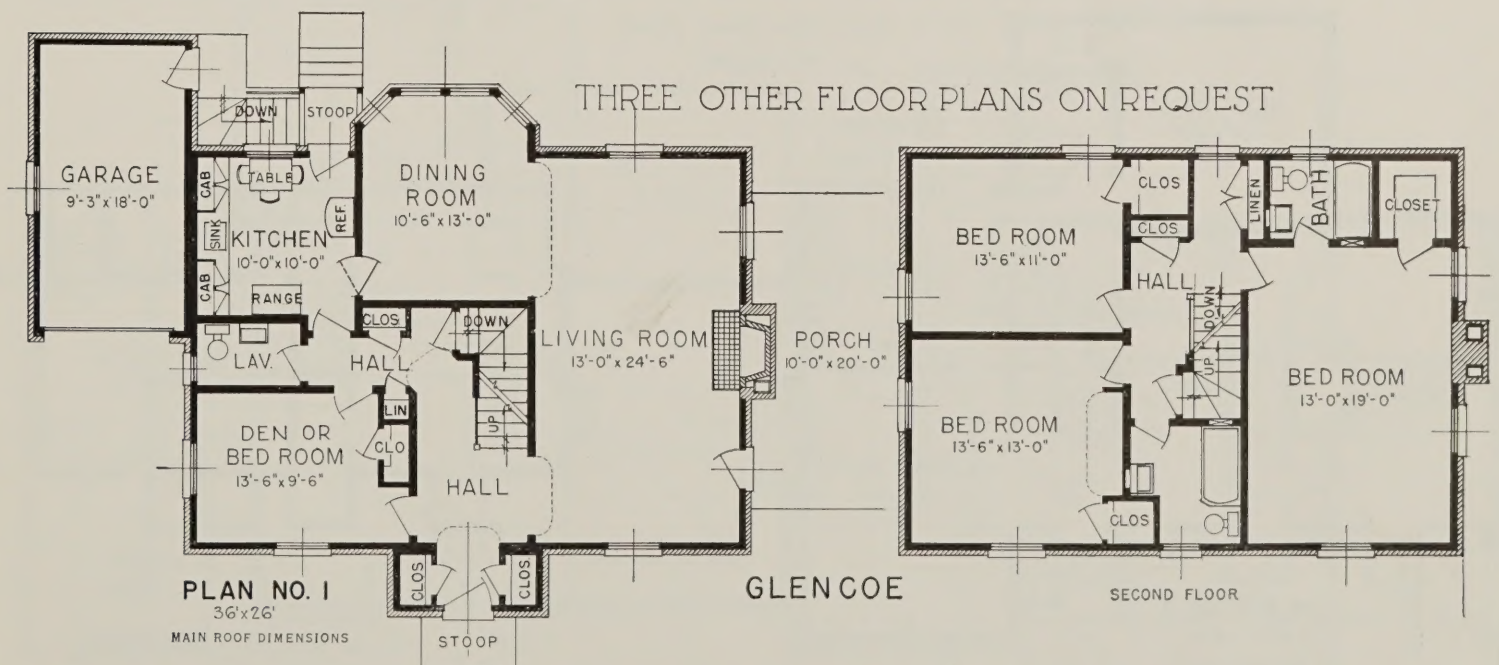
Our Standardized Plans Save, During Construction, Three to Five Times Their Cost, Often More.



Painted Brick

THE GLENCOE

The Glencoe will gladden the hearts of all who stop to consider its contribution to the advancement of Man in the making and keeping of lovely homes. It will stand as a sentinel of progress on any street anywhere.

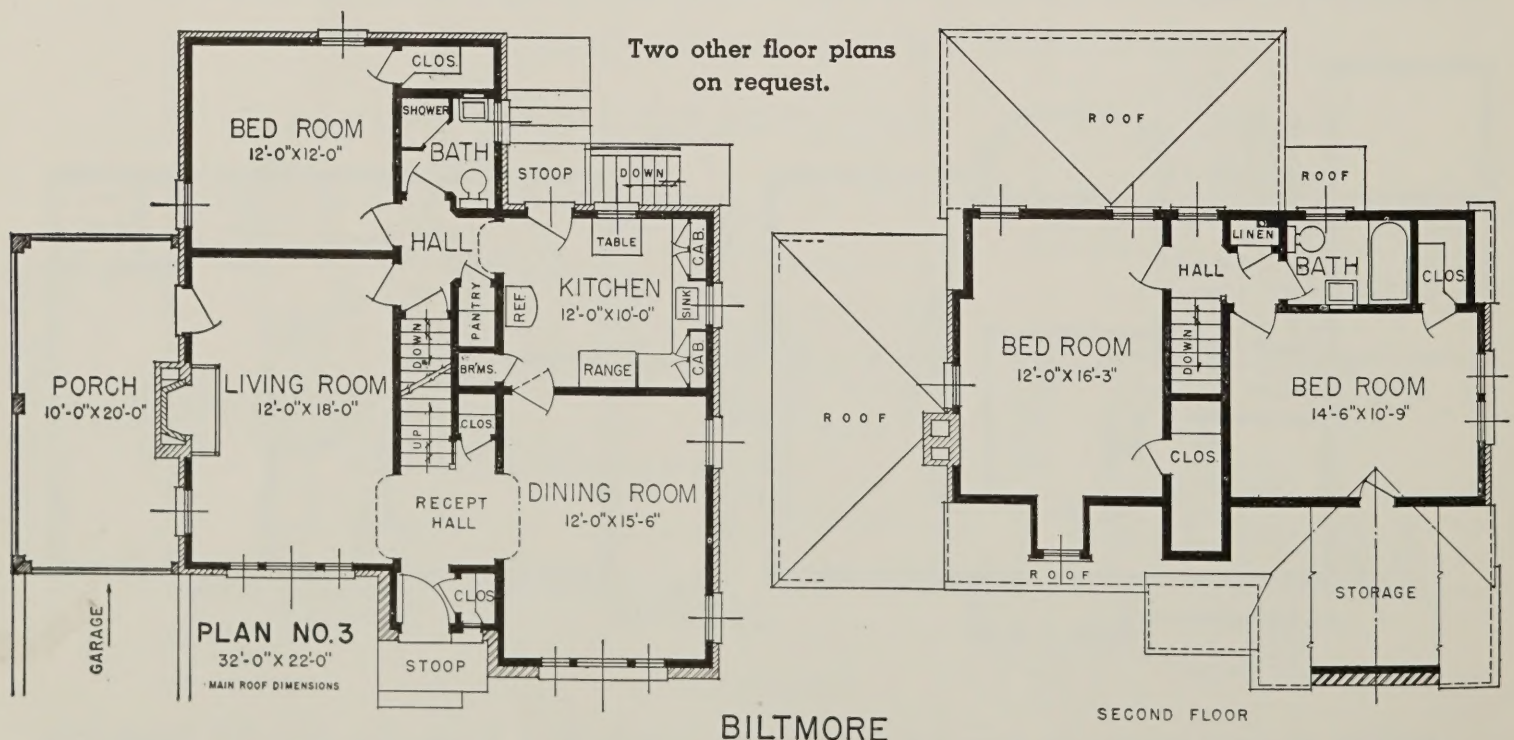


Because our house designs are types that do not go out of style for a lifetime, they have the highest loan values as well as the highest sales values of any homes within their price range.



THE BILTMORE

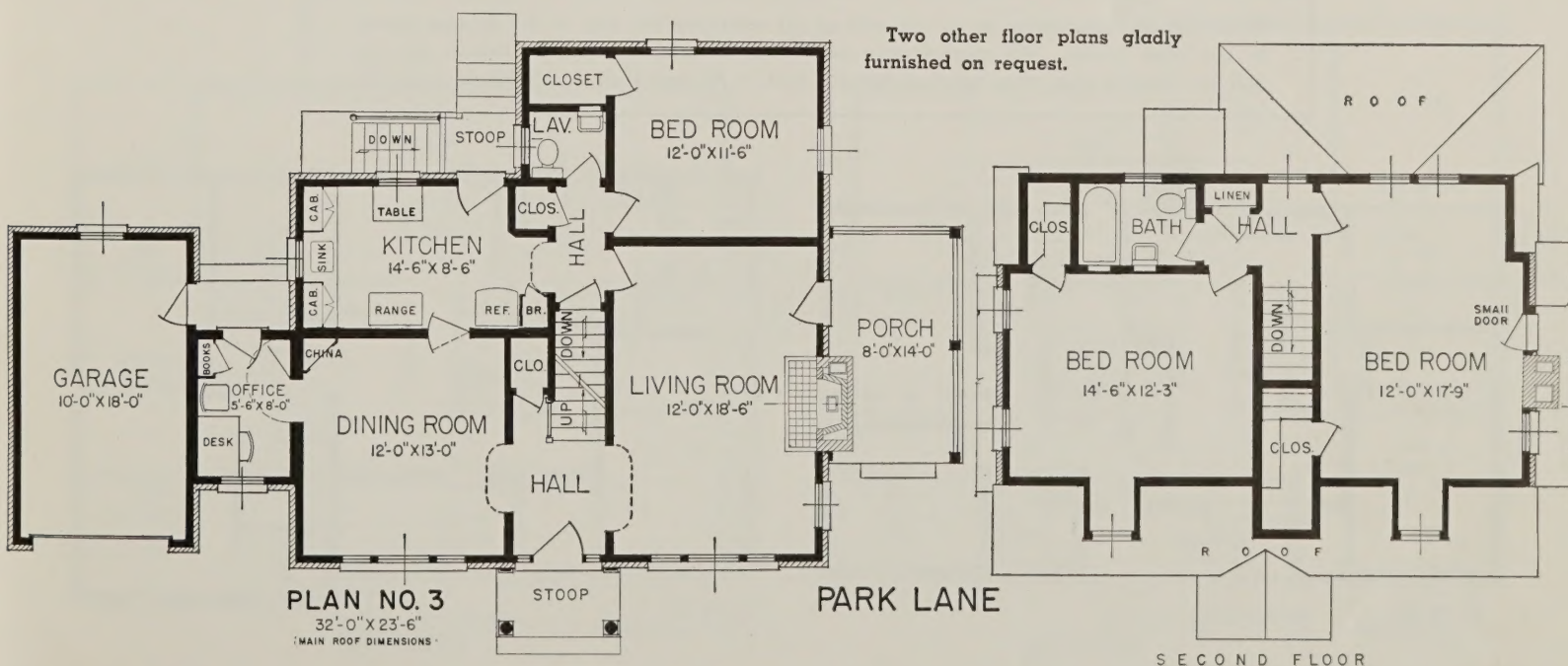
The Biltmore invites you to consider all of the real home comforts its designers so skillfully planned. So numerous are the fine points leading to solid comfort, they seem to call out in rapid succession.





THE PARK LANE

As new as today and tomorrow:—as substantial as the seven hills, The Park Lane stands as a home to be loved for a lifetime. Neither time nor custom can mar one line of its many refinements.



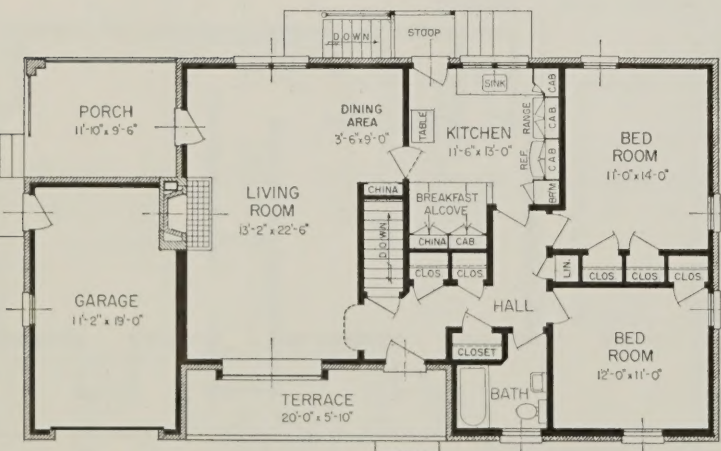
Four sets, \$24; Six sets, \$28; including Material List, Contractor's Agreement, Cost Estimating Forms, etc.



THE KEYSTONE

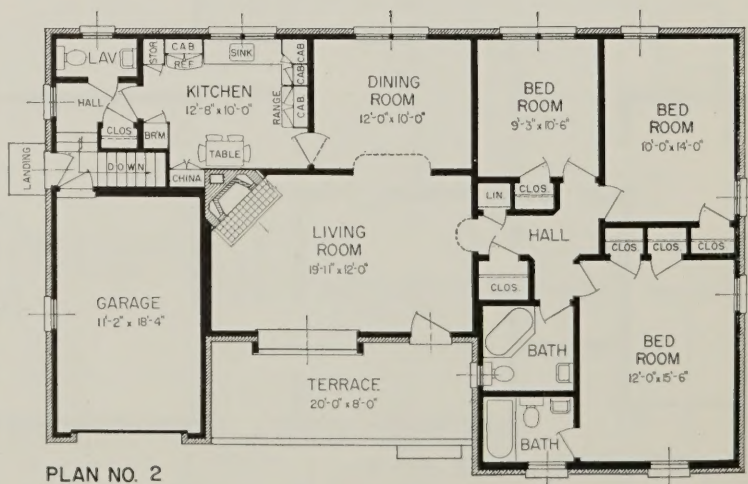
The Keystone seems to be cleverly keyed to every good home feature of today and tomorrow. It is modern to the minute, yet it is kindly and homelike and mere words cannot tell of all of its good points.

Write us for information as to the cost of all materials for any of the homes shown in our plan books. We cannot give you labor cost in the various towns, but we will be glad to give you the approximate cost of all materials delivered on your lot.



PLAN NO. 1
53'-6" FRONT DIMENSION

KEYSTONE



PLAN NO. 2
53'-6" FRONT DIMENSION

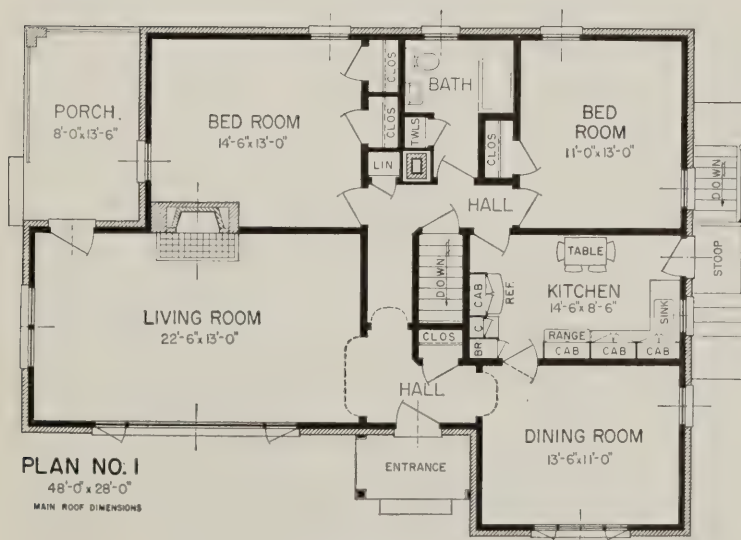
KEYSTONE

Twenty-nine Years of Constant Service to Home Builders

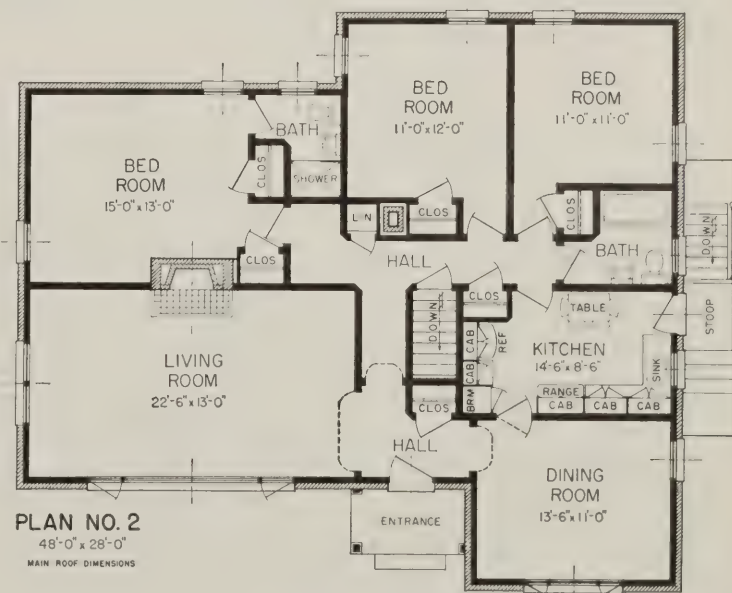


THE SANTA BARBARA

Here in the Santa Barbara is satisfaction, beauty and loveliness at a satisfactory price. Here our architects and artists joined hands in offering a landmark for the ages.



SANTA BARBARA



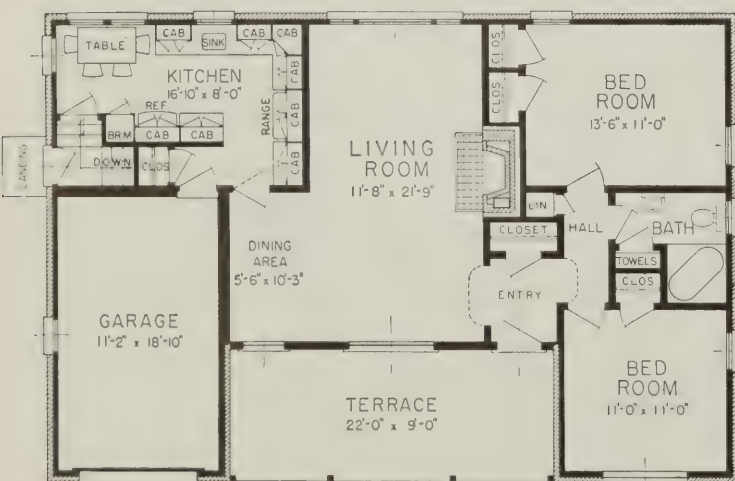
SANTA BARBARA

Our plans are known from Coast to Coast for their time and labor-saving features.



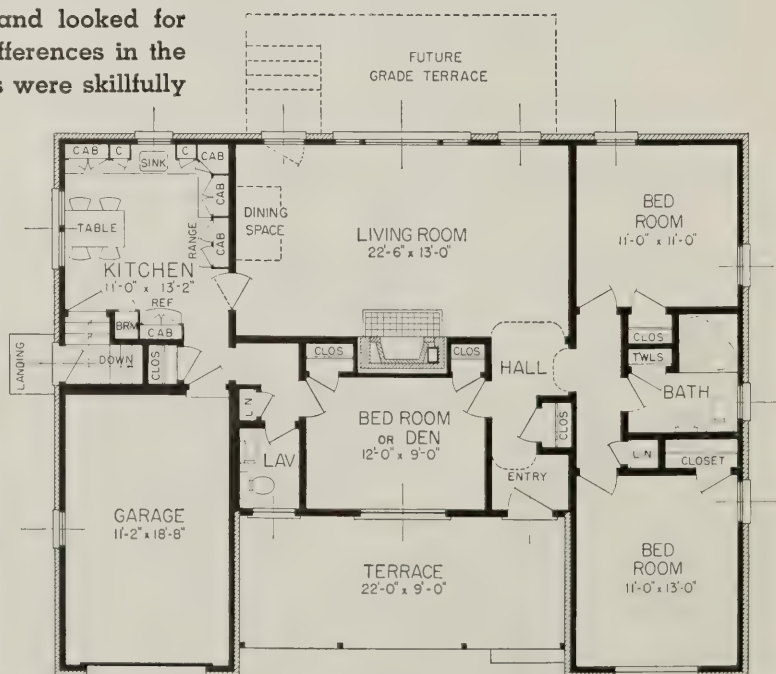
THE OAKHILL

The Oakhill offers many unusual features wanted and looked for today by the home hungry public. Some will love the differences in the exterior design, while many will agree that the floor plans were skillfully arranged for Today and Tomorrow.



PLAN NO. 1
47'-0" FRONT DIMENSION

OAKHILL



PLAN NO. 2
47'-0" FRONT DIMENSION

OAKHILL

We are helping individuals everywhere to build their homes at First Cost.

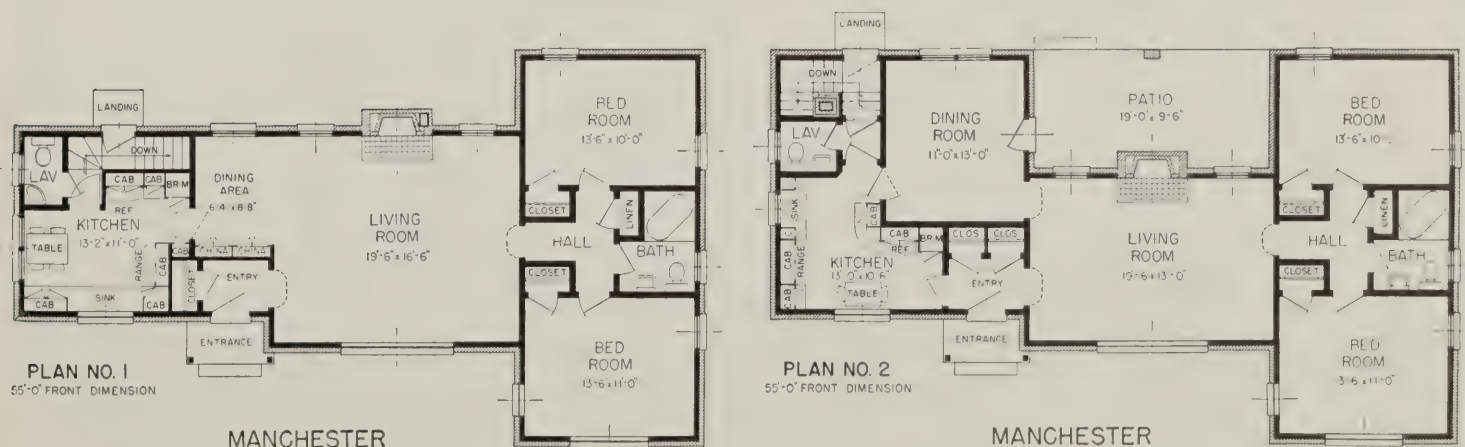


Painted Brick

THE MANCHESTER

For those who are looking for the new and the novel in a new home, The Manchester will be the deciding answer. Here we find beauty in abundance and floor plans that speak of future home comforts far beyond monetary value.

Many items for your new home can now be shipped direct from factory to you at a great saving. Write New Home Supply Company for catalog, Colorado Building, Washington 5, D. C.

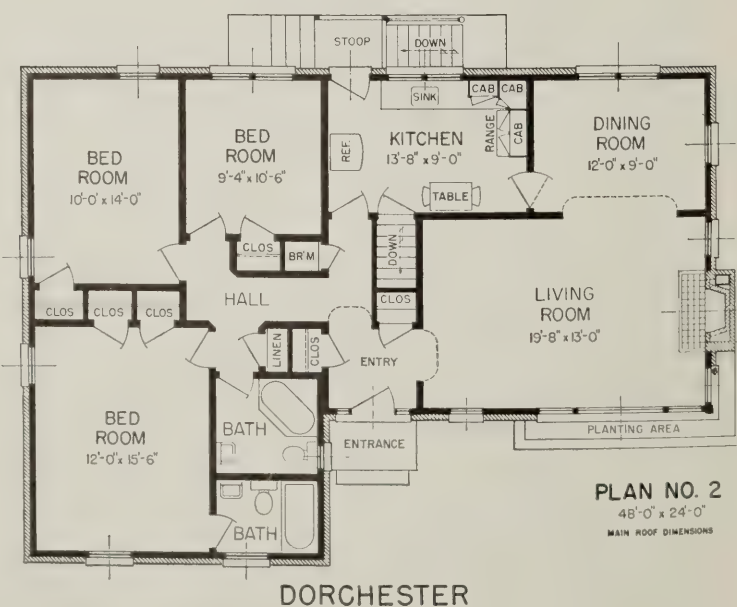
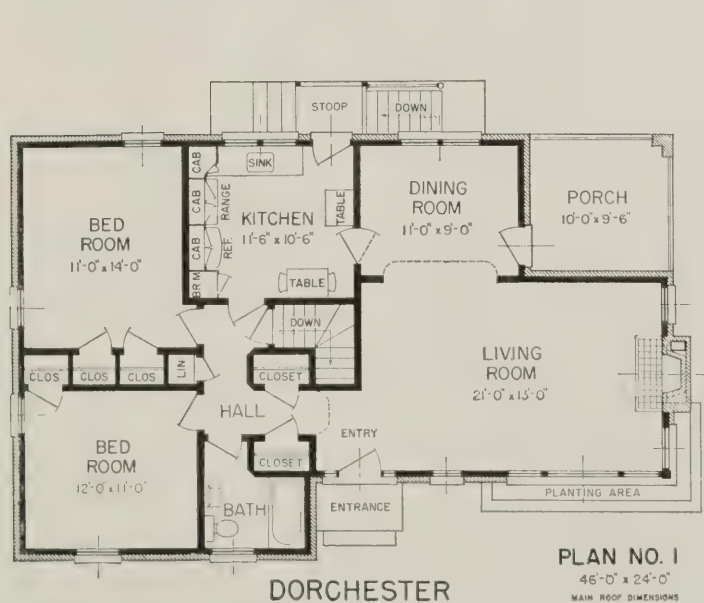


Our Material Lists, furnished free with plans ordered, protect you against carelessly figured estimates.



THE DORCHESTER

Doubtless the daring new features of the Dorchester will double the desirability of its modern floor plan that portrays so clearly the feminine touch.

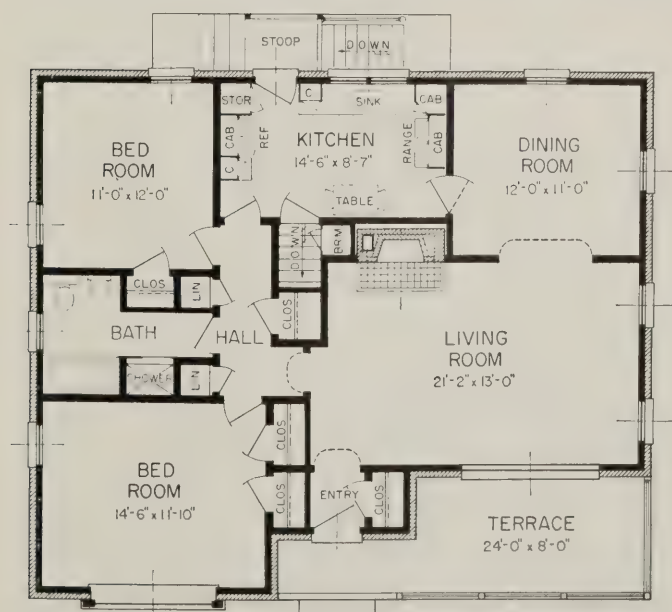


At this time Brick construction runs about the same as Frame.



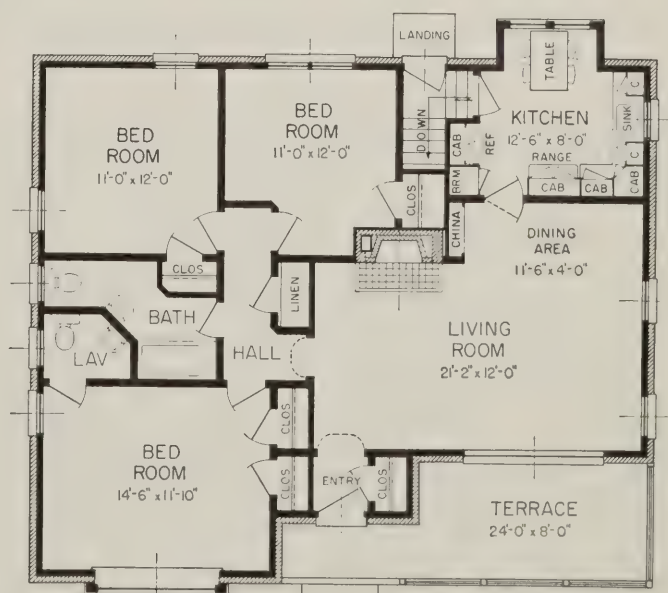
THE BRIARCLIFF

The Briarcliff at once brings out home hunger that hangs on. It is not the excellent floor plan alone but something more that tells you it is one of the loveliest of our times.



PLAN NO. 1
40'-0" x 26'-0"
MAIN ROOF DIMENSIONS

BRIARCLIFF



PLAN NO. 2
40'-0" x 26'-0"
MAIN ROOF DIMENSIONS

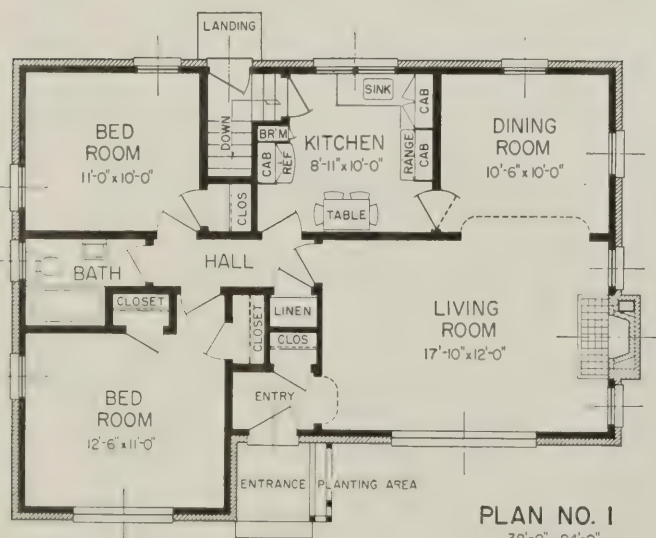
BRIARCLIFF

Read our Folders "A", "B", "C", "F" and "H" carefully. They will solve most of your problems.

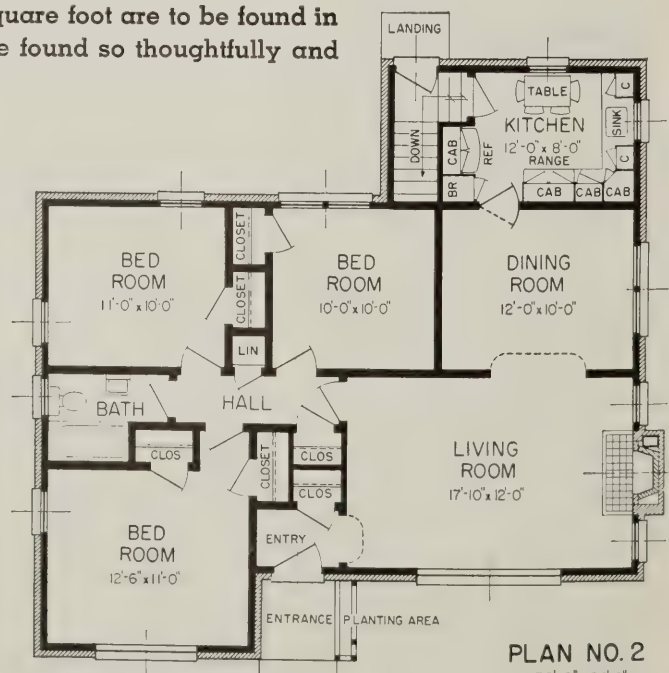


THE WESTWOOD

A lot of home per dollar and a lot of home comforts per square foot are to be found in The Westwood. Where else could such staunch construction be found so thoughtfully and completely coupled with the modern and the practical?



WESTWOOD



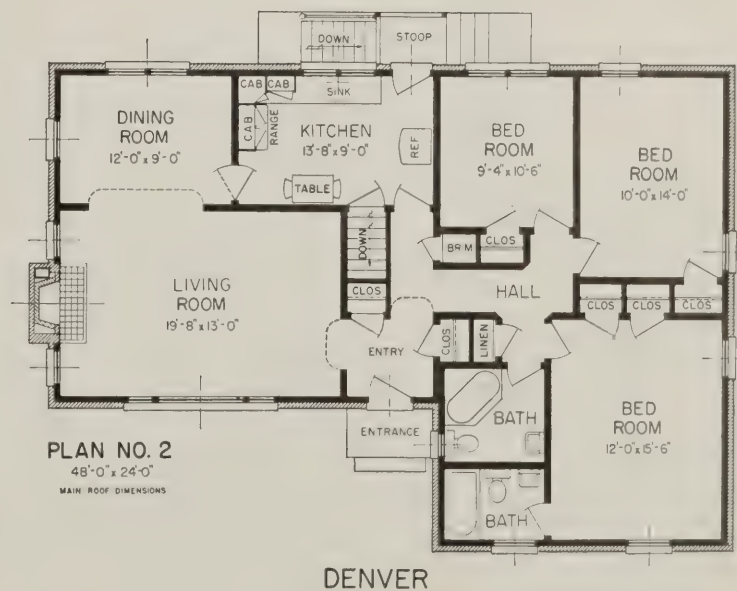
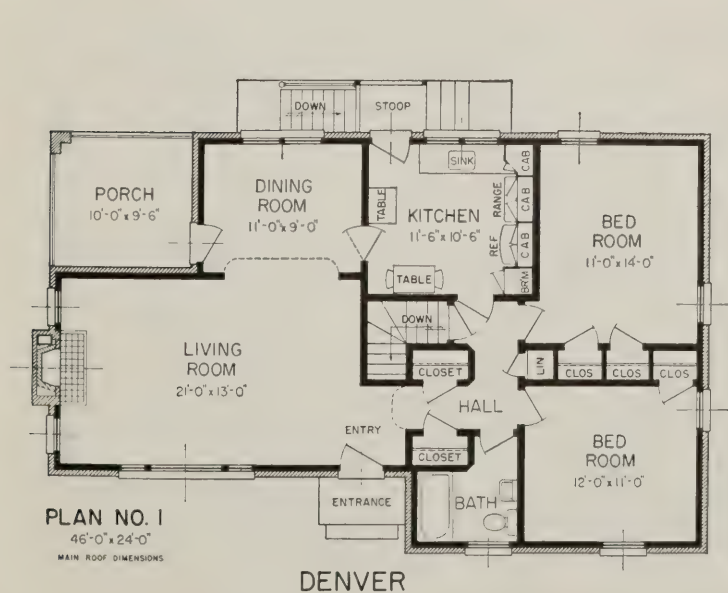
WESTWOOD

If you build your home through the right loan plan, your monthly payments should be no more
Ask for a free copy of Folders "B", "F", and "H", in



THE DENVER

The Denver is different and slightly daring, yet its designers made no compromise with the principles of economy. Nor did they fail to remember every point of comfort for those who expect The Denver to be one of the best homes to be found in its price range.

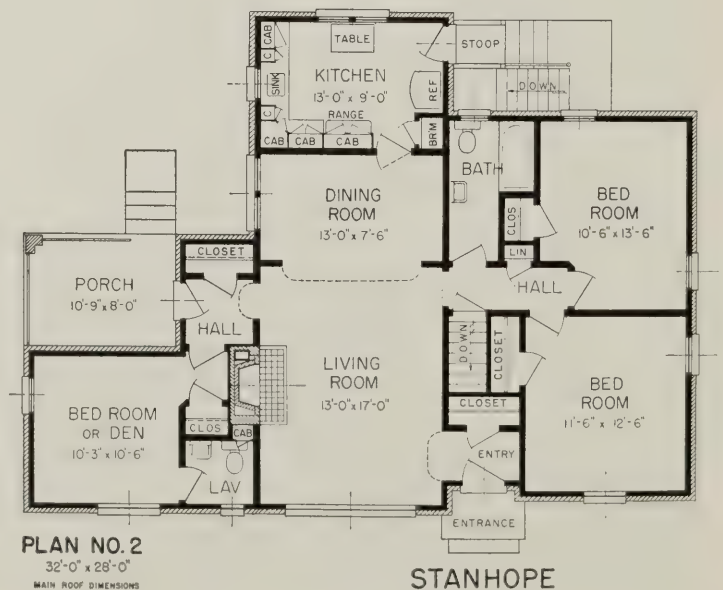
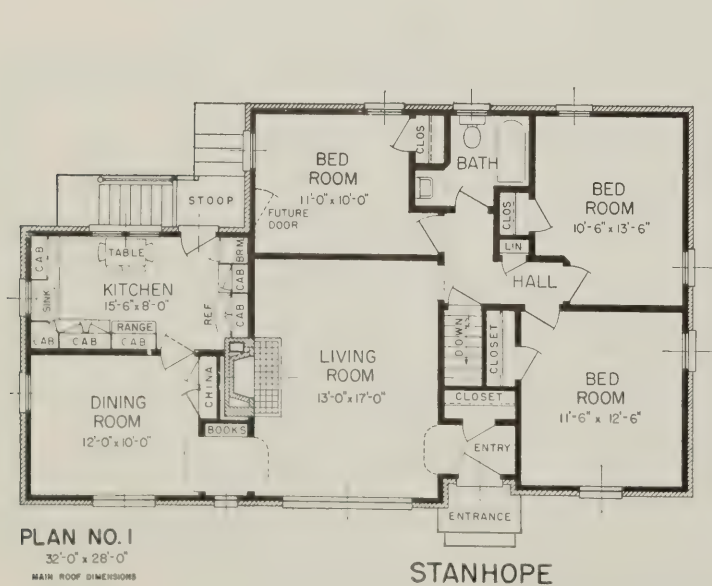


than rent. In addition, about half of your payments will be placed to your credit as a saving, which home financing is made plain.



THE STANHOPE

The Stanhope will stand the test when compared in cost to many homes of far greater dimensions. Not a single comfort was overlooked by its designers nor a single note of artwork neglected.



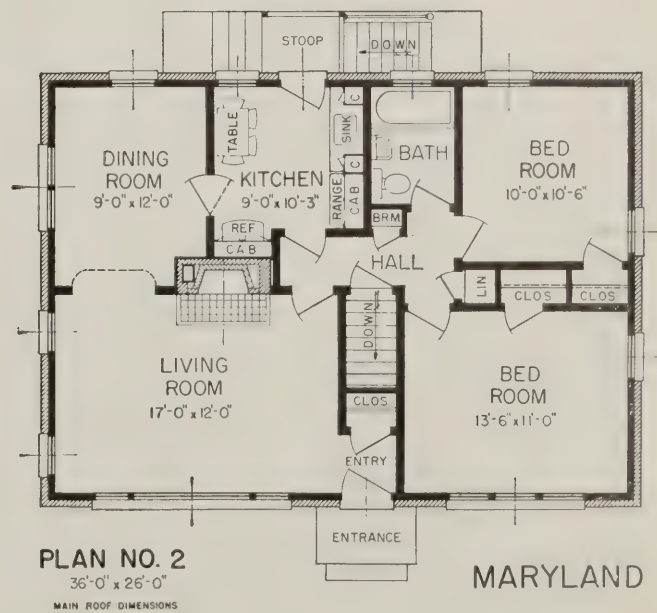
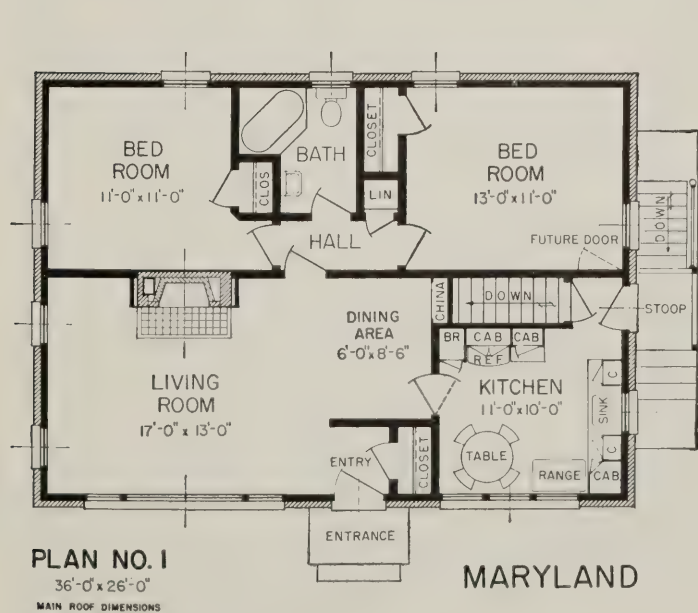
All Illustrations in our Plan Books are from retouched Photographs of Real Homes.



Painted Brick

THE MARYLAND

For many the Maryland may prove to be the answer for a small home of distinction at unusually low cost. Here unnecessary expense has been eliminated in favor of necessary home comforts and pleasing refinements.



As a rule, full basements cost no more than half basements, as our Folder "C" will clearly show.



THE BRENTWOOD

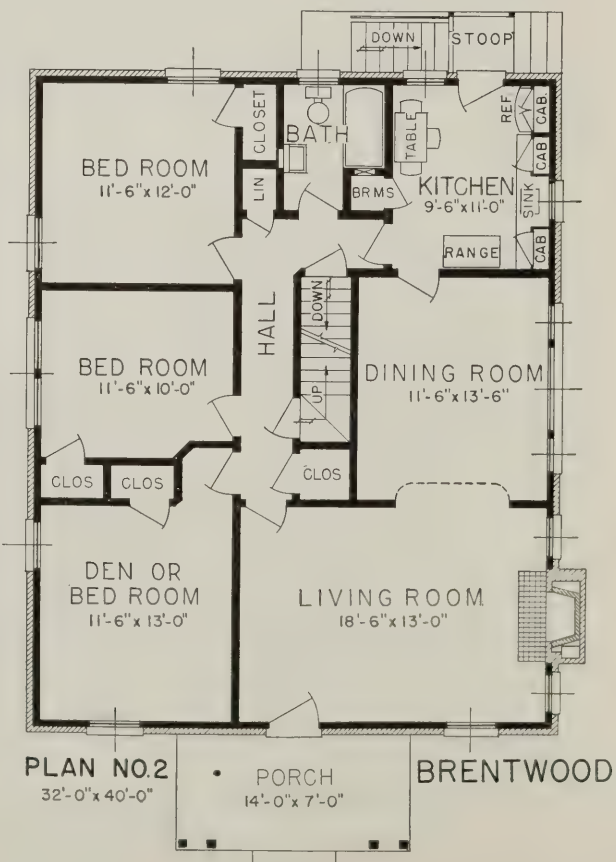
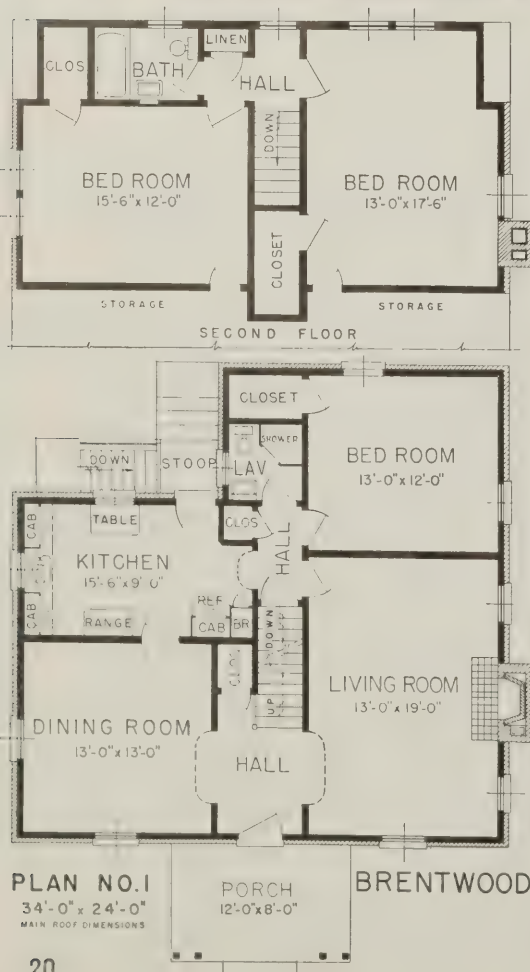
If you are looking for class at low cost, don't pass by the Brentwood because it can't be beaten for the number of brick that enclose its permanent walls.

If you are interested in building your home on the easiest possible terms, ask for free copy of Folder "F"—Facts on Financing Small Homes.

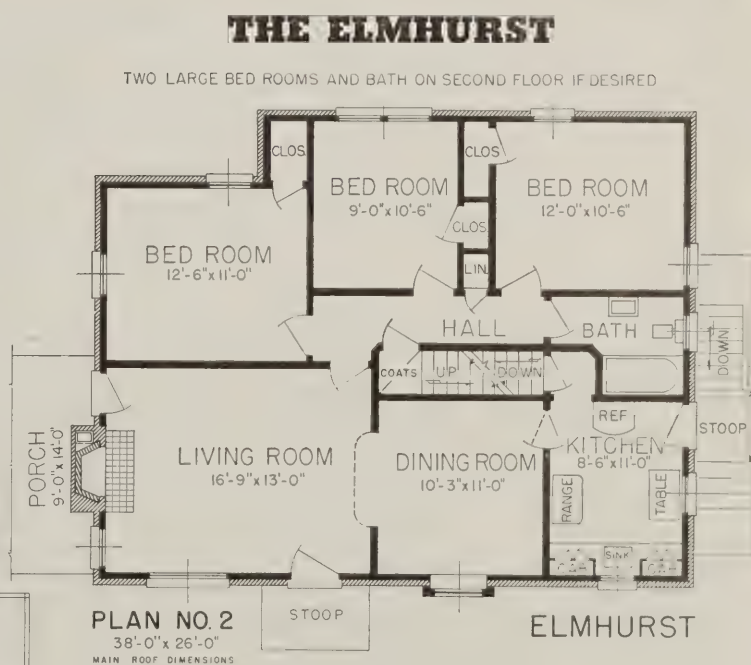
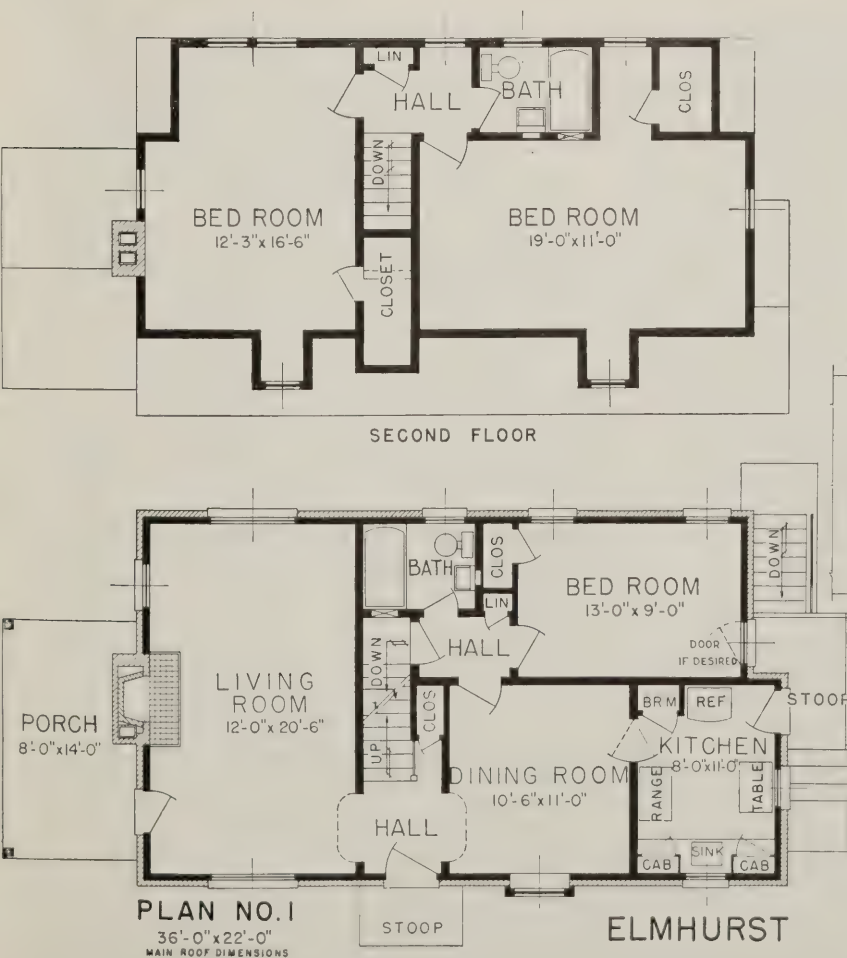
Folder "F" will give you many ideas about dealing with loan companies, contractors and others interested in helping you build your home.

If you can pay rent, you can pay for a home of your own. This folder will tell you how.

TWO LARGE BED ROOMS AND BATH ON SECOND FLOOR IF DESIRED



Two Other Floor
Plans On Request



Two other floor plans on request.

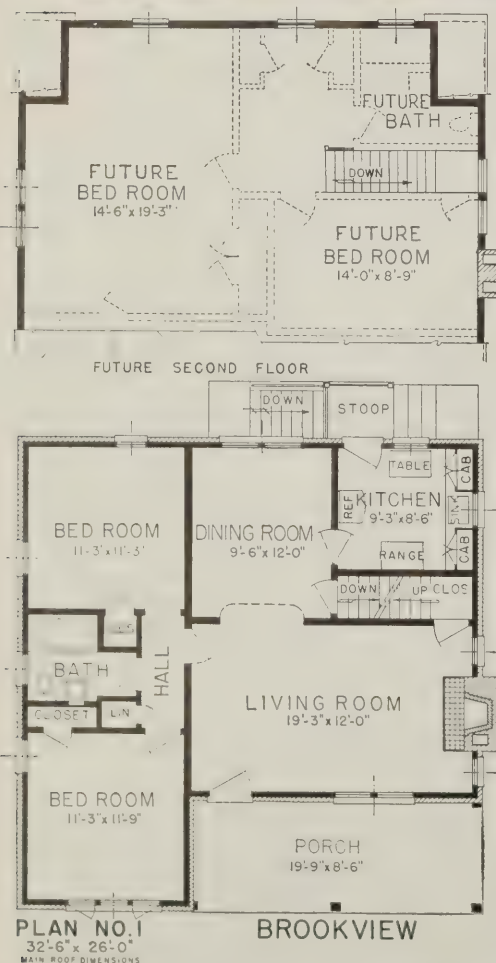
Yes, we agree that the Elmhurst stirs up a home yearning we never knew before. Why? We don't know, but we feel that we must have this home—just as soon as possible, and under the new loan plan it's within our means. You're right, we'll be happy in the Elmhurst, no doubt about that.



THE BROOKVIEW

The Brookview seems to beckon us to come in. It seems to be new and ready, with everything we have been waiting for. It is exactly what we want. We couldn't find a more gracious home in which to enjoy all the comforts of life.

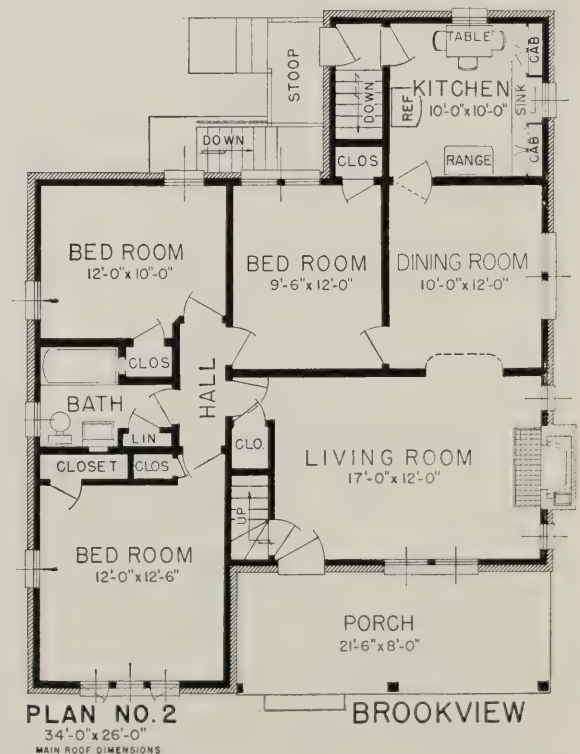
TWO LARGE BED ROOMS AND BATH ON SECOND FLOOR IF DESIRED



Ask for free copy of Folder "C" — Comparative Construction Cost of Small Homes.

This folder throws new light on present day construction costs, and also shows the difference in the cost of brick, frame, concrete block, prefabricated houses, etc.

Two other floor plans on request.

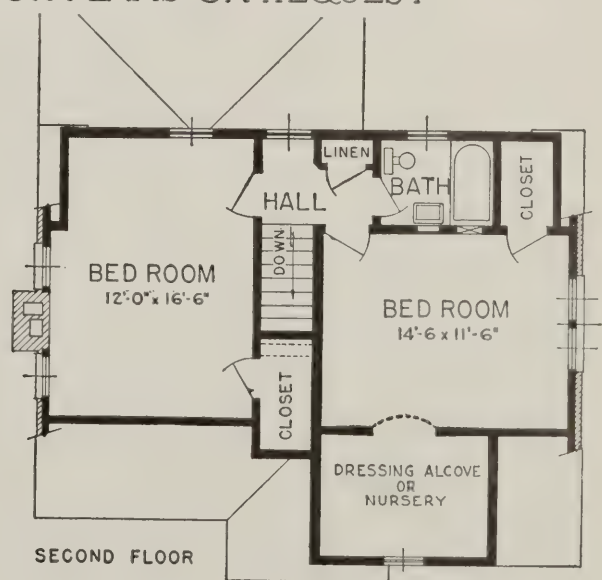
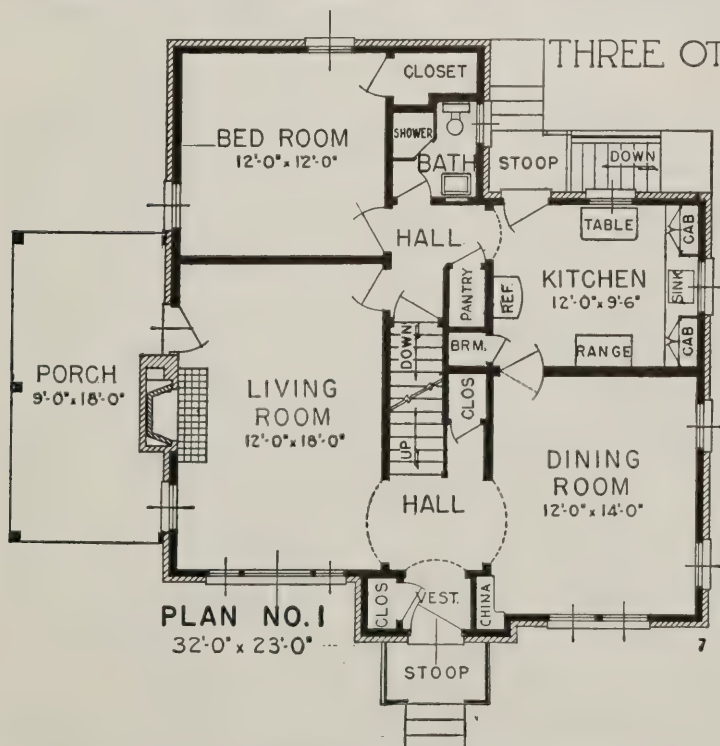




Painted Brick

THE BEAUMONT

Where could you find, in its price range, a better home than the Beaumont? Where could you find more distinction? Is it not as modern as the most discriminating could expect and is it not worthy of the most sacred efforts necessary to gain its possession? Don't delay further, if its floor plans meet your requirements.



Our Standard Specifications Cover Every Item of Cost from Foundation to Roof, and give the inexperienced builder a new conception of good construction.



Brick or Frame

THE IVANHOE

The Ivanhoe is a "close relative" of the beautiful Holbrooke. It is equally attractive, but lower in cost. Truly it is a dream home within its price range.

Two other floor plans on request.

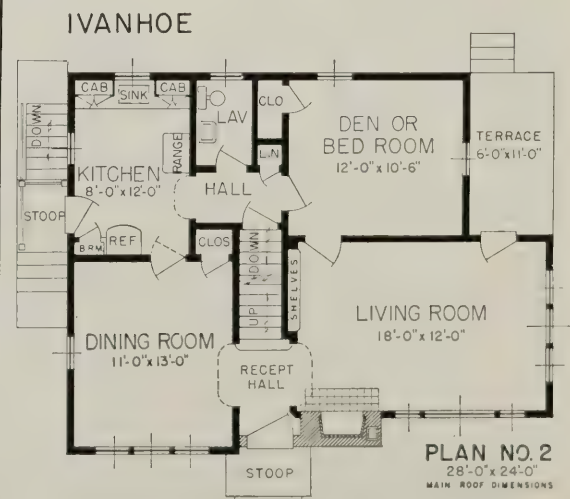
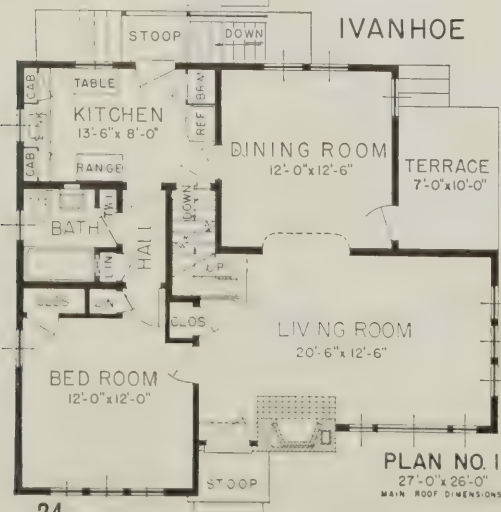
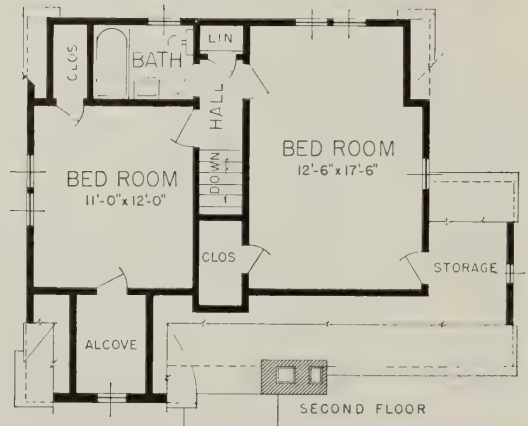
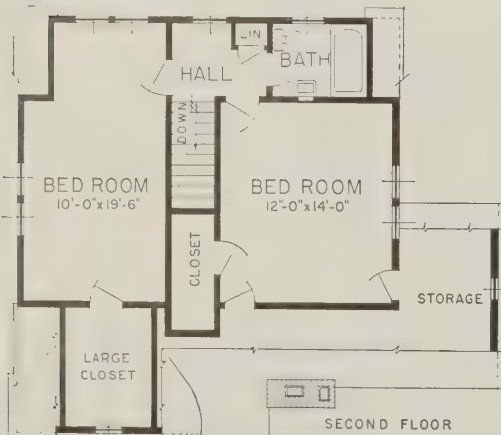
PLAN BOOKS, FOLDERS, ETC., PUBLISHED FOR THOSE WHO WANT TO BUILD THEIR OWN HOMES AT FIRST COST

Books

"Better Homes at Lower Cost".....50c ea.
 "Homes of Today and Tomorrow".....50c ea.
 "Homes for Your Street and Mine".....50c ea.
 "Homes You Can Build Yourself".....50c ea.

Folders Free on Request

Folder "A", *Answers to Questions*. Answers 24 important questions on good construction.
 Folder "B", 9 Important points on good construction.
 Folder "C", *Comparative Construction Costs*, On good construction and present prices.
 Folder "F", *Facts on Financing Small Homes*. How to build on easy terms.
 Folder "H", *How to Build Your Own Home*.

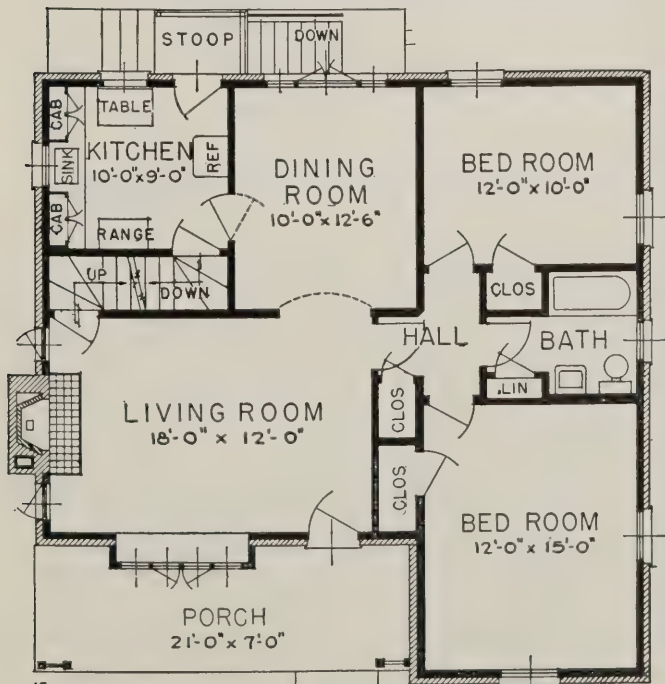




THE LYNNHAVEN

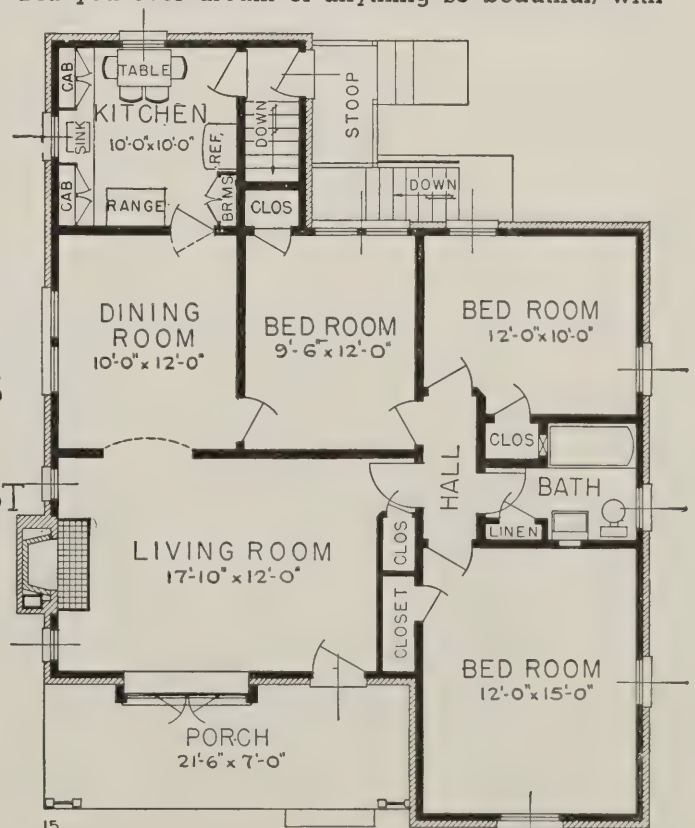
Look! Isn't this the most lovely bungalow you ever saw? Did you ever dream of anything so beautiful, with such wonderful floor plans?

PLAN NO.1 SHOWS LARGE ATTIC ON 2ND FLOOR



PLAN NO. 1
34'-6" x 26'-6"
MAIN ROOF DIMENSIONS

TWO
OTHER
FLOOR
PLANS
ON
REQUEST



PLAN NO. 2
34'-0" x 26'-0"
MAIN ROOF DIMENSIONS

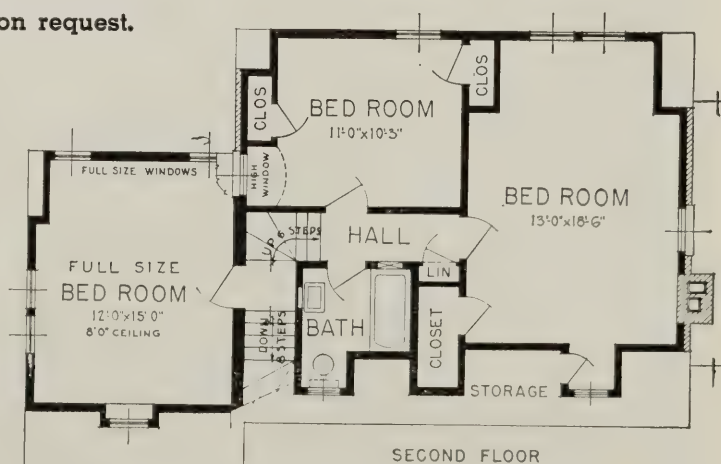
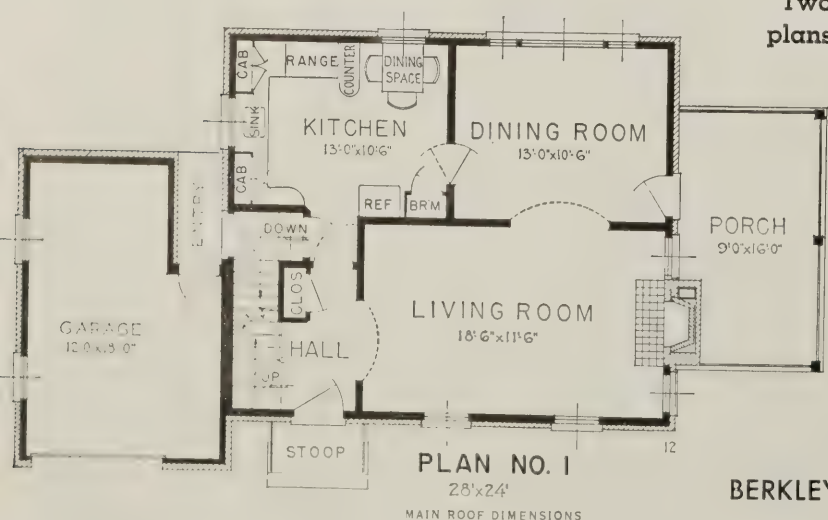
LYNNHAVEN



THE BERKLEY

Such a lovely home! Such an unusual floor plan! Such careful thought given to every detail! Such an abundance of spaciousness and yet so reasonable in cost by comparison. Why, this is just the house we have looked for—just the plan we have always wanted. Yes, it is yours for the asking—\$15 per week or less, if you have a good lot on which to build it. Yes, seriously! It's true! Not over \$15 per week, often less.

Two other floor plans on request.



Our Plans and Specifications Meet the Rigid Requirements of all Home Loan Companies.



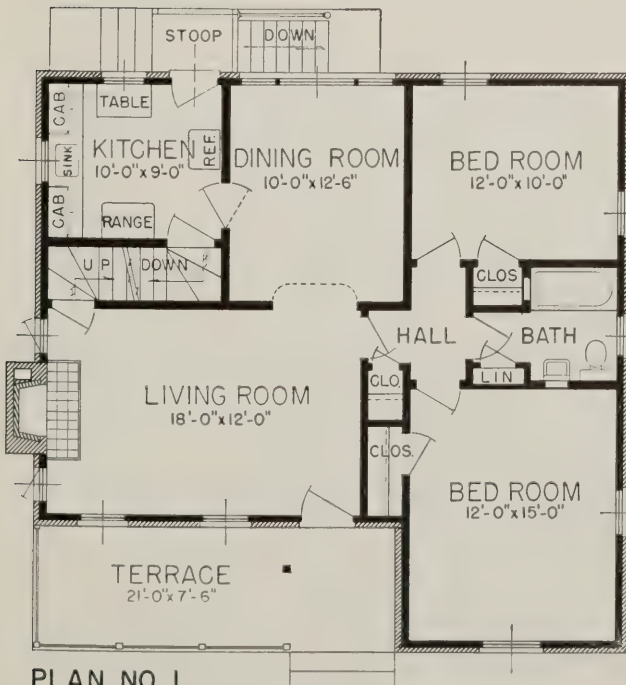
Painted Brick

THE PARKRIDGE

Here, truly, is a dream home—seemingly out of a story book, and yet it is as real as life and it is easily within the reach of those who calmly refuse to accept a substitute.

PLAN NO. 1 HAS LARGE ATTIC

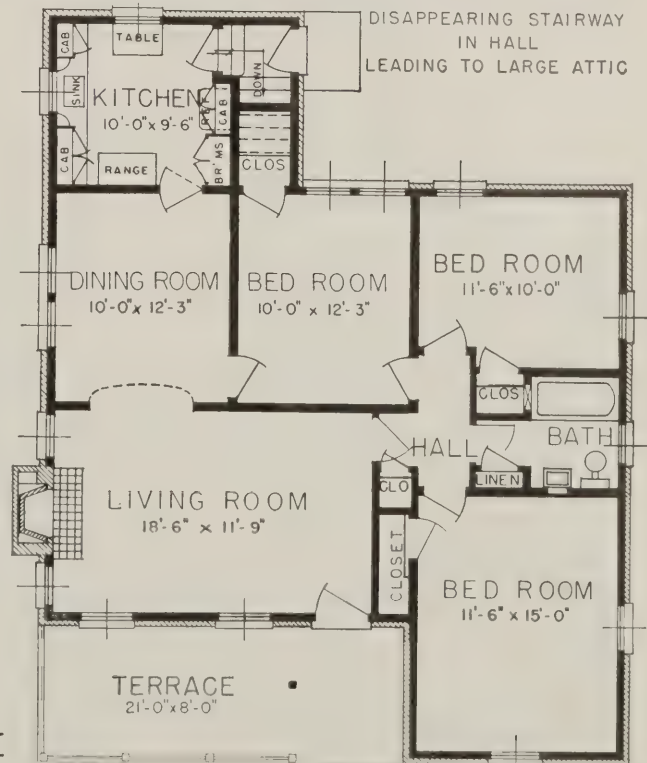
Two other floor plans on request.



PLAN NO. 1
34'-6" x 26'-6"
MAIN ROOF DIMENSIONS

NOTICE
We show but few attached, detached, or built-in garages, because a garage will, as a rule, cost as much as an extra room, yet will add little or nothing to the loan or sales value of a home.
The Owner must put in more of his own cash if a garage is required.

PARKRIDGE



PLAN NO. 2
34'-0" x 26'-0"
MAIN ROOF DIMENSIONS

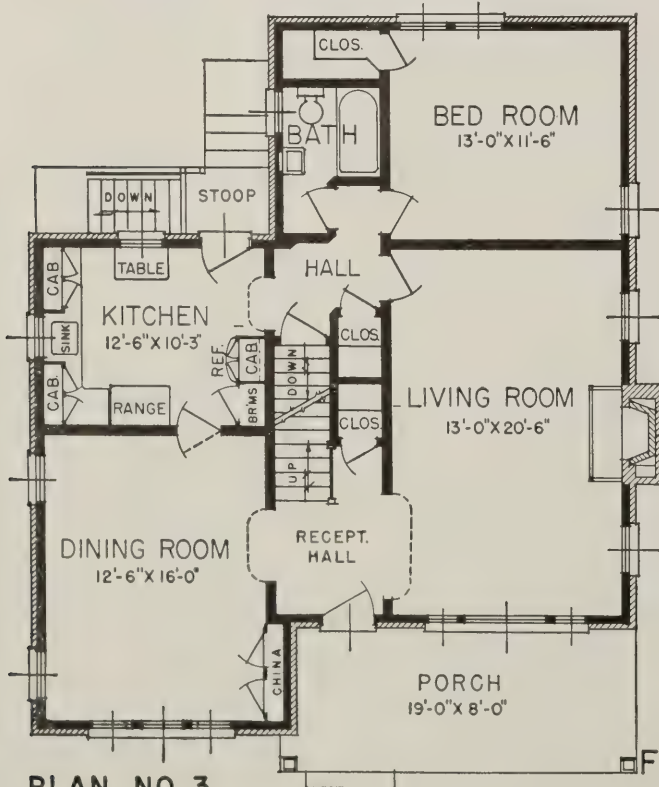
More Than A Million People Live in Lifetime Homes Selected From Our Plan Books.



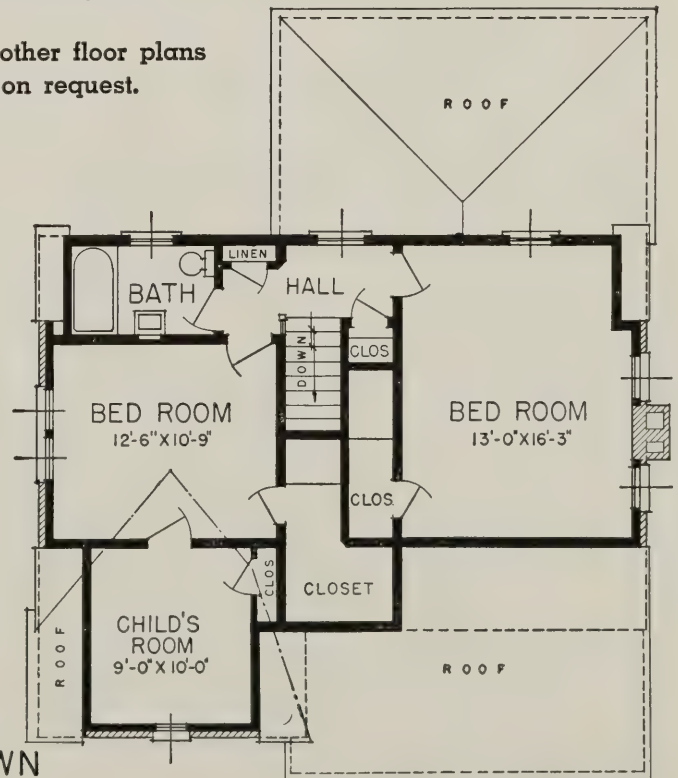
Painted Brick

THE FAIRLAWN

Here, in The Fairlawn, are to be found all of the good features you have been looking for. Not one has been overlooked—and that is why it is known as "The Home of No Regrets".



Two other floor plans
on request.



PLAN NO. 3

34'-0" x 22'-0"

MAIN ROOF DIMENSIONS

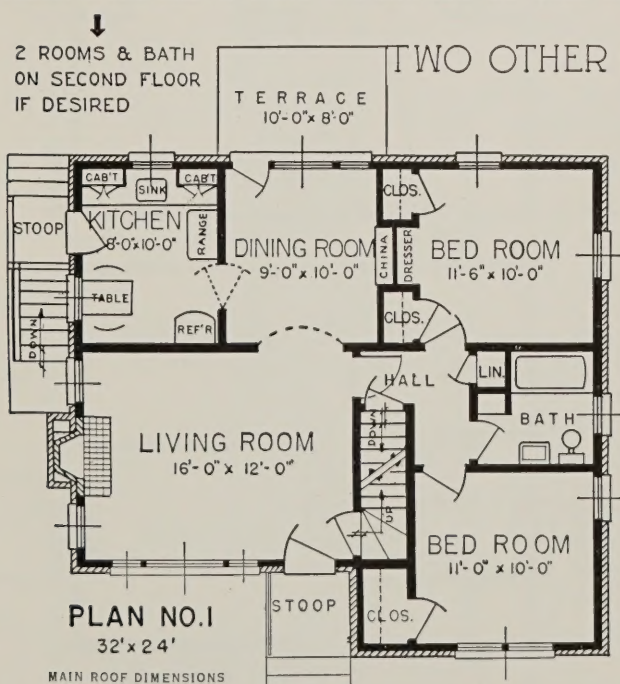
FAIRLAWN

SECOND FLOOR

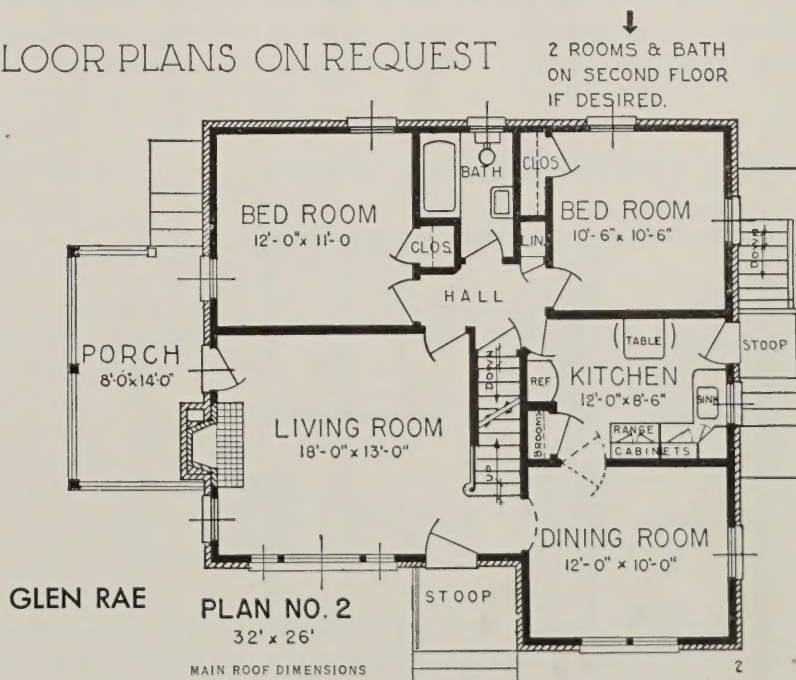


THE GLEN RAE

Here is another guide post in the path of Man's progress toward better things—better homes and a better environment in which to rear his children. Surely all of the uplifting forces of life conspire to help the man whose ambition leads him to build a home like the Glen Rae.



TWO OTHER FLOOR PLANS ON REQUEST



NOTICE TO OPERATIVE BUILDERS:

Sameness in a subdivision never pays. The slight increase in the cost of individual designs is offset by higher loan values and better satisfied purchasers.

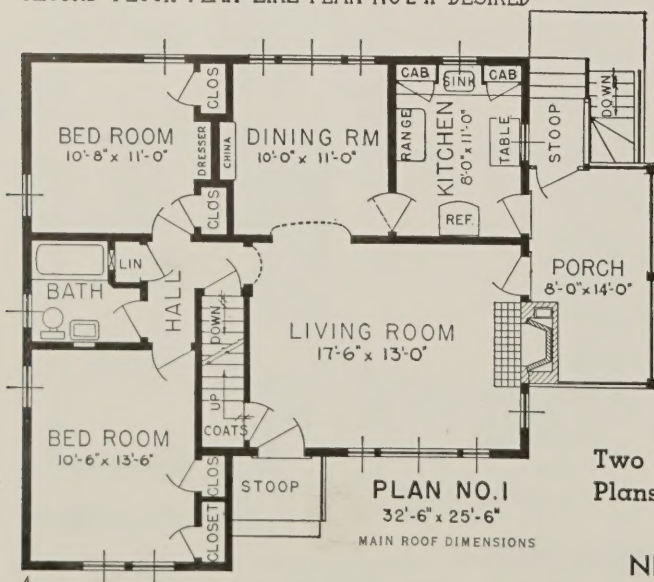


Brick or Frame

THE NEWPORT

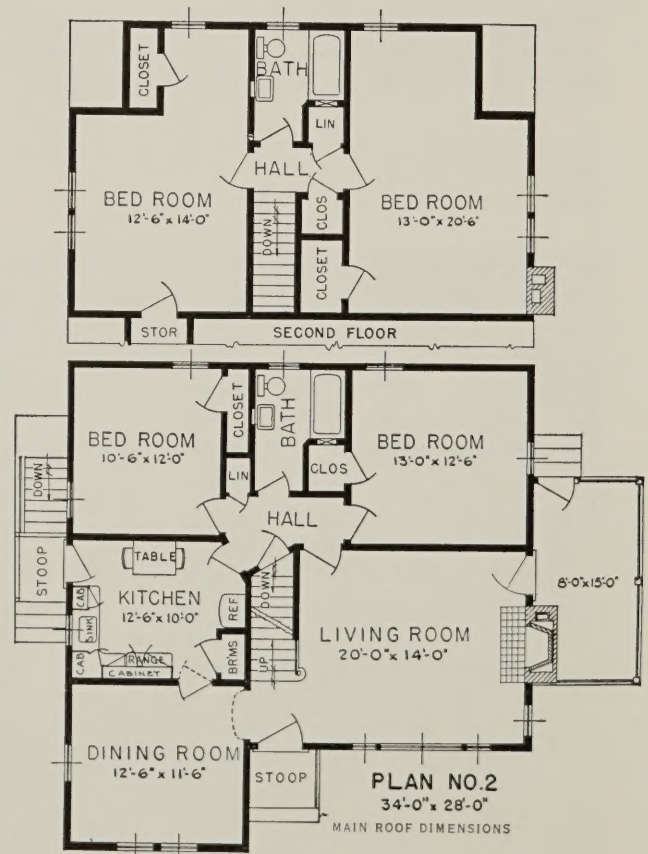
By a new touch of the modernistic, the Newport is placed in a class far above the so-called "low-cost home," yet it is decidedly in that field because it comes within the reach of so many who want to invest their rent money in homes of their own.

SECOND FLOOR PLAN LIKE PLAN NO.2 IF DESIRED



Two Other Floor
Plans on Request

NEWPORT





Brick or Frame

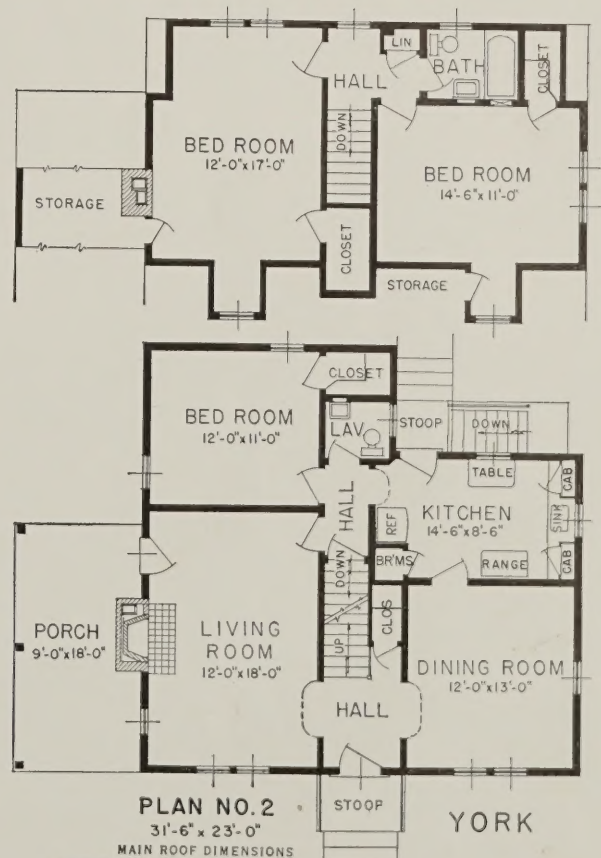
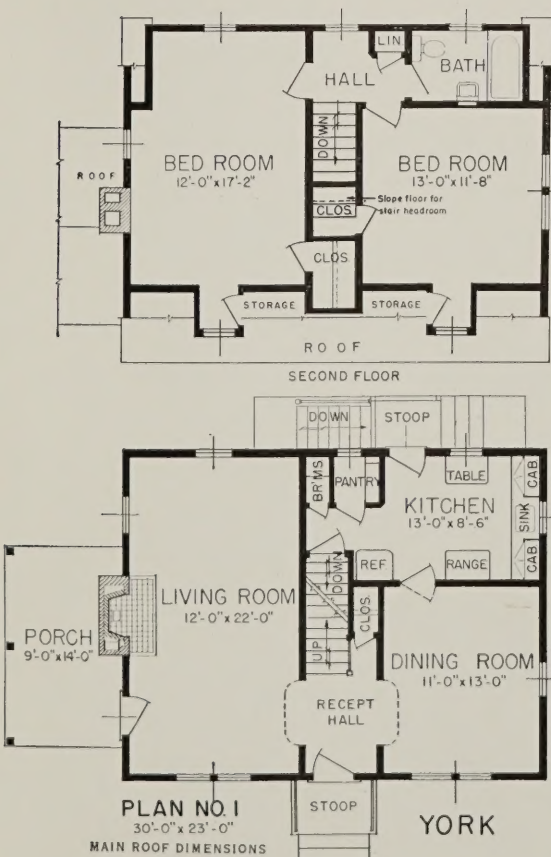
THE YORK

Again we score decidedly by offering this popularly priced, greatly beloved Cape Cod design, with floor plans that will meet the wishes of the most discriminating.

Ask for free copy of Folder "B" — 9 Points That Will Help You Build a Better Home at Lower Cost.

Every one considering building a new home should know the nine points of sound construction covered in Folder "B"

Two other floor plans on request.



This explains why they can be constructed on the easiest possible terms.



THE STRATFORD

Here, in this true English design, is rugged charm and perfected balance far in excess of its cost. Not within the past century has a home of its cubage combined so many lovable features for complete comfort today and tomorrow. Doubtless you have looked for years for just such a home.

Three other floor plans on request.

